

ABSTRACT OF THE DISCLOSURE

A mark transfer tool making use of coat film transfer technology, in various marks composed of characters, signs, symbols, or combination thereof. A mark transfer tape of a mark transfer tool has a transfer mark layer peelably adhered and held on a base tape. The transfer mark layer is formed by integrally laminating a pressure-sensitive adhesive layer, a mark array layer, and a surface forming layer, in which the adhesive force PA of the pressure-sensitive adhesive layer on the transfer area, the rupture strength PB of the transfer mark layer, the adhesive force PC of the transfer mark layer and base tape, and the adhesive force PD of the pressure-sensitive adhesive layer and base tape are set in the relation of $PA \geq PB \geq PC \geq PD$, and the elongation rate of the transfer mark layer is set in a visual deformation allowable range of the transfer mark at the time of its pressing and transferring. Therefore, the transfer mark is transferred without visual deformation, crack or cut, so that a favorable transfer property is assured.